

MONTANA AQUATIC INVASIVE SPECIES PUBLIC INFORMATION PLAN

Stop Aquatic Hitchhikers — Inspect • Clean • Dry

This public information plan will guide State of Montana communications directed toward the containment and prevention of the spread of aquatic invasive species (AIS).

This plan is aimed at changing behaviors. It identifies key groups, including nonresidents, that need to know about AIS's destructive threats and behaviors that must change. It lists communication obstacles related to each audience, messages to deliver, and targeted communication techniques. The plan includes action plans that identify responsibilities and due dates for each activity.

GENERAL OUTREACH

PROBLEM

Aquatic invasive species (AIS), also known as aquatic nuisance species (ANS), threaten Montana in many ways, including:

- diminished economic activity
- ruined recreation opportunities
- corrupted ecosystems

AIS are "invading" animals, plants or diseases-carrying pathogens that can harm Montana. They arrive here from other places where their natural predators or pathogens keep their numbers in check. Because their natural predators do not exist in Montana, these invaders can rapidly cause significant problems by:

- killing Montana's fish
- overwhelming Montana's lakes and rivers and the plants that help keep our waters clean
- reducing water-based recreation in Montana
- damaging Montanans' gear, including boats and motors
- clogging Montana's water pipes and hydropower facilities
- jamming our town water supplies
- choking off Montana's agricultural irrigation systems

Montana, unfortunately, is already home to dozens of harmful AIS. These invaders may spread throughout the state and many other AIS could cross state borders and colonize Montana.

OBJECTIVE

- Increase public awareness and understanding of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Change behaviors to prevent introduction and contain the spread of AIS in Montana.

- Instill regular **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** behavior among anglers, boaters, and others when they move boats and gear one body of water to another.

AUDIENCE

The primary audience will be individuals that have the potential to transport AIS into and around Montana.

- **Anglers—boating and wading**
- **Recreational water users**
 - Water skiers, jet skiers, pleasure boaters
- **Public agency staff working in the field**
 - FWP fisheries biologist and hatchery staff, DNRC hydrographers, USFS fisheries staff and firefighters, USGS aquatic researchers and stream gaugers, US Army Corps of Engineers dam operators, USF&W field and hatchery staff
- **Commercial contractors and equipment based companies**
 - Montana Contractors Association, utilities, dam maintenance personnel, crane operators moored in water, consultants and engineers, mining and logging industries.
- **Nursery, pond and pet trade**
 - Landscapers, consultants, nurseries, landowners with ponds, aquarium buyers and sellers, water gardens, pet stores
- **Educators and researchers**
 - Science teachers
- **Tourism industry**
- **Others...**
 - National Parks
 - Montana Conservation Districts
 - Four-wheelers/organizations
 - Conservation and fishing groups... Trout Unlimited, Walleyes Unlimited, Ducks Unlimited
 - FOAM (Floating Outfitters Association of Montana)
 - Utility companies
 - Irrigation districts
 - Local groups... Flathead Lakers, Georgetown Lake Association, etc.
 - Montana water users association
 - Legislators
 - County commissioners and officials
 - Governor's office

MESSAGES

- There are three easy steps to help prevent the spread of AIS:
 - **"Inspect • Clean • Dry"** your equipment before moving from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.

- AIS can be spread when boats, vessels or anglers move from one body of water to another.

TECHNIQUES

- Develop AIS and **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** information/fact sheet to provide consistent messages.
- Create information packets for media: print, radio and television.
 - Special emphasis on the outdoor print media
 - Statewide radio public service announcements
 - Television public service announcements
 - Montana Outdoors article on aquatic invasive species
 - Montana Outdoor Radio
 - FWP Television 'Outdoor Reports'
- Create Web page based on **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** campaign.
- Create **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** poster for FWP license providers, tackle shops, boat dealers, FWP headquarters, conservation districts, airports and rest stops and other appropriate venues with a brief summary from the fact sheet.
- Create vehicle wraps with the **" Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** slogan for placement on FWP and other agency vehicles.
- Develop **" Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** message for billboards at key locations throughout Montana.
- Develop consistent regional messages for FWP Information Officers.
- Pursue cooperative efforts with Center for Aquatic Nuisance Species.
- Pursue cooperative efforts with consistent messages with other agencies (F.S., BLM, etc.).

Strategy	Person(s) Responsible	Timeline
Develop AIS and "Stop Aquatic Hitchhikers—Inspect • Clean • Dry" information/fact sheet to provide consistent messages	Ryce/FWP CE	March 1, 2010
Create information packets for media: print, radio and television, with special emphasis on the outdoor print media	Ryce/FWP CE	April 1, 2010
Statewide radio public service announcements	Aasheim/Ryce	Ongoing beginning spring 2010
Television public service announcements	Palmer/Ryce	May 1, 2010
Television Outdoor Reports	Palmer/Gurnett/Greely	May – July 2010
Paid television and radio spots	Palmer/Aasheim	Starting spring 2010
Montana Outdoors article on aquatic invasive species	Dickson	March/April 2010 issue

Create of a Web page	Palmer/Aldrich	April 15, 2010
Create poster for FWP license providers, tackle shops, boat dealers, FWP headquarters, conservation districts, airports and rest stops and other appropriate venues with a brief summary from the fact sheet	FWP regional & Helena Staff	April 15, 2010
Create vehicle wraps with the " Stop Aquatic Hitchhikers—Inspect • Clean • Dry " slogan for placement on FWP and other agency vehicles	Ryce	April 15, 2010
Billboards with the same consistent message at key locations throughout Montana	Aasheim/Ryce	May 1, 2010
Develop consistent regional messages for FWP Information Officers	FWP regional info officers	
Pursue cooperative efforts with Center for Aquatic Nuisance Species	Ryce/Hanson	On going
Pursue cooperative efforts and consistent messages with other agencies (F.S., BLM, etc.)	FWP/D of Ag	On going
Include in existing private company mailings; Northwester Energy, vehicle registrations, etc???	Palmer	

SPECIFIC TARGETED AUDIENCES AND EFFORTS

AUDIENCE

Anglers

PROBLEM

Many anglers do not know, do not take seriously, the threat AIS pose to Montana waters. Not cleaning wading boots and boats when moving between water bodies is a real and potentially very serious problem.

OBJECTIVES

- Increase public awareness and understanding of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Change behaviors to prevent introduction and contain the spread of AIS in Montana.
- Instill regular **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** behavior among anglers when they move boats and gear one body of water to another.
 - As waders and wading shoes wear out, consider switching from felt to rubber soles.

MESSAGES

- There are three easy steps to help prevent the spread of AIS:
 - **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** your equipment before moving from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.
- AIS can be spread when boats, vessels and anglers move from one body of water to another.

TECHNIQUES

- Distribute info flyer/fact sheets and posters to tackle shops, boat dealers, FWP headquarters and license providers.
- Pursue cooperative efforts with groups like Trout Unlimited, Federation of Fly Fishers, FOAM, Montana Wildlife Federation, Walleyes Unlimited to include information in newsletters and other outreach materials they produce.
- Initiate one-on-one visits and exchange of information with outdoor writers with the Montana media.
- Work with national publications such as trout magazines, fly fishermen, etc. to cover the issue and promote the need for action.
- Contact Simms, Orvis, Patagonia, etc. to pursue cooperative efforts, i.e. information message in catalogs on Web sites etc.
- Work with fishing tournament sponsors to provide information to participants.
- Establish check stations on major travel routes and at areas of highest angling use and distribute compelling handouts with simple, consistent message.

- Operate boat-cleaning stations at priority high use locations.
- Develop and distribute 'bio-brushes' and 'dry n die' towels or some other practical reminder.
- Establish informational signing at boat launches and Fishing Access Sites explaining that AIS might be in this water body and encouraging one to take action to prevent the spread.
- Include messages in FWP's Fishing Log Program correspondence.
- Include messages in fishing regulations.
- Include messages in FWP boating regulations.
- Develop 'pop up' with message when fishing licenses are purchased online.

Techniques	Person(s) Responsible	Timeline
Distribute info flyer/fact sheets to tackle shops and license providers	FWP/Regional & Helena staff	April, 2010
Distribute posters to all tackle shops and include informational/educational packet for tackle shop owners and workers	Regional and Helena FWP staff	Spring 2010
Pursue cooperative efforts with groups like Trout Unlimited, Federation of Fly Fishers, FOAM, Montana Wildlife Federation, Walleyes Unlimited to include information in newsletters and other outreach materials they produce	Aasheim/Palmer	Spring 2010
Pursue one-on-one visits and exchange of information with outdoor writers with the Montana media	Ryce	Spring 2010
Work with national publications such as trout magazines, fly fishermen, etc. to cover the issue and promote the need for action	Aasheim	Spring 2010
Contact Simms, Orvis, Patagonia, etc. to pursue cooperative efforts, i.e. information message in catalogs; on Web sites, on products, etc.	Aasheim	Ongoing
Establish check stations on major travel routes and at areas of highest angling use. Distribute compelling handouts with simple, consistent message	FWP/D of Ag	Beginning Spring 2010
Operate boat cleaning stations at priority high use locations	FWP/D of Ag	Spring 2010 and ongoing
Develop and distribute 'bio-brushes' and 'dry n die' towels, and other practical reminders	Ryce	Beginning Spring 2010

Establish informational signing at boat launches and Fishing Access Sites explaining that AIS might be in this water body and encouraging one to take action to prevent the spread. Working with Bureau of Rec./Corps of Engineers, and others	Ryce/Kuser	Beginning Spring 2010
Work with fishing tournament sponsors to provide information to participants	Ryce	On going
Include messages in FWP's Fishing Log Program correspondence	Ryce/Zackheim	ongoing
Include messages in FWP fishing regulations	Zackheim	Done
Develop 'pop up' when a fishing licenses are purchased online.	Palmer	Feb. 2010

SPECIFIC TARGETED AUDIENCES AND EFFORTS

AUDIENCE

Recreational water users: boaters; water skiers; jet skiers

PROBLEM

Many boaters, water skiers, jet skiers are not aware of the threat AIS pose to Montana's lakes, streams and rivers and associated recreational opportunities. As a result in some instances boaters are transporting AIS into Montana and among state waters.

OBJECTIVES

- Increase public awareness and understanding of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Change behaviors to prevent introduction and contain the spread of AIS in Montana.
- Instill regular **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** behavior among anglers, boaters, and others when they move boats and gear one body of water to another.

MESSAGES

- There are three easy steps to help prevent the spread of AIS:
 - **"Inspect • Clean • Dry"** your equipment before moving from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.
- AIS can be spread when boats, vessels or anglers move from one body of water to another.

TECHNIQUES

- Send direct mail postcards with **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** messages to all licensed boat owners in Montana.
- Distribute info flyer/fact sheets to boat dealers.
- Distribute info flyer/fact sheets to marinas.
- Pursue cooperative efforts with groups like Trout Unlimited, Federation of Fly Fishers, Montana Wildlife Federation, Walleyes Unlimited to include information in newsletters and other outreach materials they produce.
- Pursue one-on-one visits and exchange of information with Montana outdoor writers.
- Work with local boating groups such as Flathead Lakers, sailing clubs, etc.
- Establish check stations on major travel routes and at areas of highest angling use. Distribute compelling handouts with simple, consistent message.
- Operate boat-cleaning stations at priority high use locations.
- Develop and distribute 'bio-brushes' and 'dry n die' towels as a practical reminder.
- Establish informational signing at boat launch sites and Fishing Access Sites explaining that AIS might be in this water body and encourage action to prevent the spread.
- Explore handouts for counties when boats are registered, decals issued.

Techniques	Person(s) Responsible	Timeline
Send direct mail postcards with " Stop Aquatic Hitchhikers—Inspect • Clean • Dry " messages to all licensed boat owners in Montana.	FWP?	April, 2010?
Distribute info flyer/fact sheets to boat dealers and marinas.	FWP	April, 2010
Pursue cooperative efforts with groups like Trout Unlimited, Federation of Fly Fishers, Montana Wildlife Federation, Walleyes Unlimited to include information in newsletters and other outreach materials they produce.	Aasheim/Palmer	Spring 2010
Pursue one-on-one visits and exchange of information with Montana outdoor writers.	Ryce	Spring 2010/Ongoing
Work with local boating groups such as Flathead Lakers, sailing clubs, etc.	Ryce/Hanson	Ongoing
Establish check stations on major travel routes and at areas of highest angling use. Distribute compelling handouts with simple, consistent message.	FWP/D of Ag	Beginning Spring 2010
Operate boat-cleaning stations at priority high use locations.	FWP/ D of Ag	Spring 2010
Develop and distribute 'bio-brushes' and 'dry n die' towels or some other practical reminder.	Ryce	Beginning Spring 2010
Establish informational signing at boat launch sites and Fishing Access Sites explaining that AIS might be in this water body and encourage action to prevent the spread.	Kuser/Ryce	Beginning Spring 2010
Explore handouts for counties when boats are registered, decals issued.	Lodman	Feb. 2010

SPECIFIC TARGETED AUDIENCES AND EFFORTS

AUDIENCE

Public agency staff working in the field

PROBLEM

Many public agency staff who work in the field are not aware that they are the potential vectors of AIS, nor are they aware of the threat AIS pose to Montana's lakes, streams, rivers and associated activities. As a result, cleaning equipment used in performing their jobs—such as wading boots, boats and other gear—is not a common practice.

OBJECTIVE

- Increase public agency field staff awareness and understanding of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Change behaviors to prevent introduction and contain the spread of AIS in Montana.
- Instill regular **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** behavior among public agency field staff as a regular procedure when they move boats and gear one body of water to another.

MESSAGES

- There are three easy steps to help prevent the spread of AIS:
 - **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** your equipment before moving from one body of water to another.
- As a public agency field worker, you have the potential to spread AIS because of your work related activities, particularly because you so frequently move from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.
- AIS can be spread when boats, vessels and anglers move from one body of water to another.

TECHNIQUES

- Develop agency training with practical, compelling reasons for compliance with recommended procedures.
- Develop presentations at professional meetings.
- Provide direction from agency leadership.

Techniques	Person(s) Responsible	Timeline
Develop agency training with practical, compelling reasons for compliance with	FWP Fisheries Bureau Chief	Ongoing

recommended procedures		
Develop presentations at professional meetings	Eileen Ryce	Ongoing
Provide direction from agency leadership	Maurier	Spring 2010

SPECIFIC TARGETED AUDIENCES AND EFFORTS

AUDIENCE

Educators

PROBLEM

Montana's educators in many instances are not aware of the potential problems AIS can create.

Some educators are not aware that nonnative species that they are using in their classrooms can create potential problems if and when they are released.

OBJECTIVES

- Increase awareness and understanding among teachers of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Change behaviors to prevent introduction and contain the spread of AIS in Montana.
- Incorporate "**Stop Aquatic Hitchhikers—Inspect • Clean • Dry**" information, and additional information on AIS and their potential impacts, in classroom curriculum.

MESSAGES

- There are three easy steps to help prevent the spread of AIS:
 - "**Inspect • Clean • Dry**" your equipment before moving from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.

AIS can be spread when boats, vessels or anglers move from one body of water to another.

TECHNIQUES

- Develop activity guides for teachers and curriculum for classrooms.
- Target AIS messages in FWP's 'Hooked on Fishing not on Drugs' classroom activities and fishing clinics.
- Include information in May Club Newsletter (FWP's newsletter that goes to classrooms involved with Hooked on Fishing not on Drugs program).
- Develop a teacher's guide to be used in science classes and at fishing clinics.

Techniques	Person(s) Responsible	Timeline
Develop activity guides for teachers and curriculum for classrooms	Ryce/ Cunningham/ Hagengruber	Ready for Fall 2010
Target AIS messages in FWP's 'Hooked on Fishing not on Drugs' classroom activities	Hagengruber/Ryce	Ready for Fall 2010

Include information in May Club (FWP's newsletter that goes to classrooms involved with Hooked on Fishing not on Drugs program)	Hagengruber	Each issue
Develop a teacher's guide to be used in science classes and at fishing clinics	Hagengruber	July, 2010

SPECIFIC TARGETED AUDIENCES AND EFFORTS

AUDIENCE

Commercial contractors

PROBLEM

Many contractors do not know that their activities can introduce and spread AIS and thus they are inadvertently transporting AIS into and across Montana.

OBJECTIVE

- Increase public awareness and understanding of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Change behaviors to prevent introduction and contain the spread of AIS in Montana.
- Instill regular **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** behavior among contractors when they move boats, equipment and gear one body of water to another.

MESSAGES

- There are three easy steps to help prevent the spread of AIS:
 - **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** your equipment before moving from one body of water to another.
- As a contractor, you have the potential to spread AIS because of your work-related activities.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.
- AIS can be spread with the equipment you use and move from one body of water to another.

TECHNIQUES

- Provide **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** information for the Montana Contractors Association newsletter.
- Review contract requirements of state agencies and include inspecting and cleaning procedures in contract specification as requirements.
- Provide training for construction inspectors.
- Provide direct communication from FWP and Department of Agriculture directors to other state agency directors.

Techniques	Person(s) Responsible	Timeline
Provide "Stop Aquatic Hitchhikers—Inspect • Clean • Dry" information for the Montana Contractors Association newsletter		Spring 2010

Review contract requirements of state agencies and include inspecting and cleaning procedures in contract specification as requirements	Ryce/Hanson	ASAP
Provide training for construction inspectors	Ryce/Hanson	On going
Provide direct communication from FWP and Department of Agriculture directors to other state agency directors	Maurier/Ron de Yong	Ongoing

SPECIFIC TARGETED AUDIENCES AND EFFORTS

AUDIENCE

Tourism Industry

PROBLEM

While the tourism industry spends millions of dollars promoting tourism in and around Montana few in the industry are aware of the threat AIS pose to Montana waters. Montana tourism information does not include information on AIS and the potential for individuals visiting Montana to transport AIS into the state.

OBJECTIVES

- Increase awareness and understanding within the Montana tourism industry of the risks, problems and consequences associated with the introduction and spread of AIS in Montana and that AIS imported by visitors have the potential to diminish opportunities and tourism dollars.
- Partner with the tourism industry to help minimize the spread of AIS in Montana via inclusion of information in Montana tourism promotional materials.
- Instill **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** behavior among visitors when they move boats and gear one body of water to another.

MESSAGES

- There are three easy steps to help prevent the spread of AIS:
 - **"Stop Aquatic Hitchhikers—Inspect • Clean • Dry"** your equipment before moving from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- Visitors are of particular concern as many AIS are found in other states and visitors to Montana have the potential to bring them with them on their recreational equipment.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.
- AIS can be spread when boats, vessels and anglers move from one body of water to another.
- Tourism dollars are dependent upon the natural resources of Montana, AIS will impact opportunity and dollars generated.
- The introduction of Zebra Mussels has caused some states to close lakes to all recreational activity.

TECHNIQUES

- Initiate an informational meeting between FWP and tourism officials to encourage inclusion of messages in tourist outreach materials specifically targeting those requesting information on angling and boating.
- Develop materials for Travel Montana to use in its marketing campaigns, perhaps piggy backing on Montana's current phrase, "Nothing but natives."

Techniques	Person(s) Responsible	Timeline
Initiate an informational meeting between FWP and tourism officials to encourage inclusion of messages in tourist outreach materials specifically targeting those requesting information on angling and boating	Aasheim/Ryce	ASAP
Develop materials for Travel Montana to use in its marketing campaigns, perhaps piggy backing on Montana's current phrase, "Nothing but natives."	Aasheim/Ryce	ASAP

SPECIFIC TARGETED AUDIENCES AND EFFORTS

AUDIENCE

Nursery, Pond, Pet trade

PROBLEM

Many in the trade are not aware of the laws and the potential threat that escaping AIS pose in Montana. Many are not aware that AIS can escape into the natural environment from ponds and other developed features.

Some individuals will dump/release the contents of their aquariums into lakes and streams rather than properly disposing of them.

Individuals involved in the sale of products are often not aware that the species they are marketing are misidentified, contaminated with other species or sold without consideration of the invasive potential.

OBJECTIVES

- Increase awareness and understanding within the Montana nursery, pond and pet trade of the risks, problems and consequences associated with the introduction and spread of AIS in Montana.
- Instill "**Stop Aquatic Hitchhikers—Inspect • Clean • Dry**" behavior within the nursery, pond and pet trade and their customers.
- Increase awareness within the Montana nursery, pond and pet trade and their customers of the potential for plants and animals they sell or buy to end up in the natural environment.

MESSAGES

- There are three easy steps to help prevent the spread of AIS:
 - "**Inspect • Clean • Dry**" your equipment before moving from one body of water to another.
- AIS are clams, mussels, plants, weeds, and disease-causing pathogens that come into Montana from other places.
- AIS can kill fish; overwhelm lakes and rivers and the plants that help keep our waters clean; reduce water-based recreation; damage gear, including boats and motors; clog Montana's water pipes and hydropower facilities; jam town water supplies; and choke off agricultural irrigation systems.
- AIS can be spread by the sale of contaminated products.

TECHNIQUES

- Incorporate "**Stop Aquatic Hitchhikers—Inspect • Clean • Dry**" messages in Department of Agriculture's nursery inspection program.
- Incorporate "**Stop Aquatic Hitchhikers—Inspect • Clean • Dry**" messages in FWP's Private Pond licensing program.

Techniques	Person(s) Responsible	Timeline
Incorporate " Stop Aquatic Hitchhikers—Inspect • Clean • Dry " messages in Department of Agriculture's nursery inspection program	Dept. of Ag	Ongoing beginning Spring 2010
Incorporate " Stop Aquatic Hitchhikers—Inspect • Clean • Dry " messages in FWP's Private Pond licensing program	FWP Fisheries Div.	Beginning Spring 2010

MISCELLANEOUS

- FWP focus on traditional targeted audiences
- Simplify
- Keep the message simple, consistent and repetitive and practical so that people will understand and comply
- Work with Simms, Orvis, Patagonia
- Survey users
- The key is changing behaviors
- How to clean boats, waders, etc. – Hot, clean, high pressure water and dry



Poster.pdf



AISFlyerPad.pdf



AISMailerFlyer.pdf



BumperstickerLoRes
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